

The Palais Royal's Importers' and Manufacturers' Sales

A Great Sale of Fine Gold Shell Rings

Sold Shell Rings.

The Summer Girl Rings—the kind she wears without fear of their being detected or lost. Guaranteed five years. . . .

25c

Greatest Hair Sale of the Year.

\$5,000 Worth for Little More Than \$1,000.

The elite of New York have fled the city—and the hair market is dead. The psychological moment for the Palais Royal representative—Results—\$5,000 worth of best Hair Goods to be distributed for little more than \$1,000.

\$1.29 for the ordinary \$2.50 cluster, containing twelve (12) single puffs; all shades.

\$3.48 for the standard \$7.50 cluster, comprising twenty-four (24) puffs; all shades.

29c for Puffs, 4 and 6 in set. Standard at 75c and \$1.00. All shades.

49c for the New Washable Hair Rings, for which the standard trade price is \$1.00; all shades.

25c for two (2) Hair Nets, made of real hair; standard, 25c each.

Transformation to go all around the head; all shades; standard at \$6.00. . . . **\$3.49**

Switches, 28 inches long; all shades; standard at \$12. . . . **\$4.49**

Switches, 26 inches long; all shades; standard at \$7.50. . . . **\$2.98**

Cluster Curls, containing twelve (12) single curls; standard at \$7.50. . . . **\$2.50**

Pin Curls of French hair; in all the shades; standard at \$1. . . . **25c**

The New Cluster Puffs, \$1.39.

First Demonstrated and Sold Here.



The Palais Royal is first in Washington with this new arrangement of the hair—which can be taken down and rearranged without the least trouble.

Not yet sold outside of a few exclusive shops in New York—excepting here.

All the wanted colors—blond, light, medium, and dark browns, black. If The Herald has followed you to seashore or mountain, the mail will bring you this hair. Please send sample of shade required.

Millinery Finally Reduced.

Millinery at very much less than the wholesale prices—an opportunity for dealers not less than milady who would acquire a new hat or trimmings for the old one.

The millinery business is here conducted on a gigantic scale—a greater trade is done with milliners than usual with the jobber, and the retail business here is conceded to be very much the greatest in Washington.

With transactions running into hundreds of thousands of dollars during a season, the loss incidental to the closing of the summer business is looked upon as profitable. It is profitable in the end.



\$1.98

Were \$5.00



49c

These Knox shape Sailors are not to be sold at wholesale. One only to each purchaser—a rule made to create satisfaction among greatest numbers.

\$3.98

Were \$7.50

The Untrimmed Hats of New York Fifth Avenue stores, retailed up to \$10 there, have been a feature of the season here at only \$5.00. The best of leghorn, hemp, and hair, and fine chip hats in aristocratic shapes, black, white, and colors. Reduced to \$1.98 for choice. The Palais Royal's \$7.50 trimmed hats of this summer of 1910 have been famous as being as good as the usual \$10 hats. With the price reduced to \$3.98, the \$3.98 hats here to be reduced to only 98c.



Flowers, 1c, 19c, 38c.

Were 10c to \$1.00 Bunch.

Thousands of bunches of flowers and foliage—greater quantity and greater variety than the jobbers show at this season. Dealers are interested. No purchaser will be limited to quantity, but the rule of cash sales will be without exception. Note—none sent C. O. D. or on approval. A great sacrifice is being made—not to have one bunch of these flowers here the coming autumn. Thus finally reduced prices somewhat early—beginning to-morrow morning.



Three **25c**
for . . . **25c**
3 for Price of One.

Best of 25c laundered Linen Collars.

Every size in all the correct low, medium, and high styles.

2c, 5c, 11c, & 39c yd

Ribbons Worth from 10c to \$1.50 Yard.

All pieces of less than five (5) yards are to be reckoned as remnants, offered in four (4) immense lots, at 2c to 39c yard. Take elevator to Second Floor—for the bargains of a lifetime. Look for and find ribbons for every use, many wide enough for sashes, plenty narrow enough and good enough for belting. Hair ribbons, dress and millinery ribbons, all kinds of ribbons excepting the cheap. None but all silk is ever tolerated here. Come to-morrow and enjoy the finally reduced prices to close the summer season of 1910.



15c Each, or 2 for 25c

Few Made to Retail at Less Than 50c Each.

The illustrations tell you of only two styles. To choose from are hundreds of Dutch collars and coat collars, some with lace medallions; daintiest of Swiss embroidery collars; tailored and lingerie stocks; bows of silk net and lace; silk and wash four-in-hand ties. Many worth 50c.



The Palais Royal A. Lisner G and 11th Streets

COLONIAL BEACH DRAWS THRONGS

Washington Visitors Fill
Hotels and Cottages.

HEAT WAVE IS BROKEN

Cool Breezes Bring Hundreds of
Capital Folks to Popular River
Resort—Yacht Club Races, Feature
of the Week, Are Watched by
Thousands—Late Arrivals from City.

Special to The Washington Herald.

Colonial Beach, Va., July 23.—Delightfully cool weather made the week a pleasant one here. The hot wave was broken Sunday by a nor'easter that lasted two days.

The hotels are rapidly filling with the summer visitors, and the beach is in full festive swing.

The Hampton Yacht Club completed the first part of their annual cruise when the boats raced from the Great Wicomico River to the beach, starting July 15 and arriving here the next day. The first of the launches to arrive was the flagship of Commodore R. Page Walker. The winner of the motor race was the little launch Weneahon. The sloop race was won by the G. T. Taylor, owned by Capt. G. T. Taylor, while the Kestral, owned by Dr. Harold B. Webster, came second. From the beach the boats held another race to the Patuxent River Tuesday morning. Harry Bliss, aboard his handsome auxiliary sloop Greyling, met the boats in the lower river and accompanied them to the beach. The large steam yacht Freeland escorted the races to the Patuxent River, where they will be entertained by the Baltimore Yacht Club.

At Rosedale Cottage.
Miss Abbe Johnson, of southeast Washington, is spending the season with her mother, Mrs. A. E. Johnson, at their cottage, Rosedale. She had as week-end guests Miss Katherine Agnew, Jack Fenton, and Thomas Johnson.

Miss Clara May Reichbach, of Washington, will spend the summer with her mother, Mrs. William L. Cullen, who is also entertaining her son, Suter Reichbach, and Miss Katie Jones, of Washington.

Mr. and Mrs. Charles M. Keefer, of Washington, have taken the Weaver cottage for the remainder of the season. Their son, Ralph Keefer, and Mrs. Keefer's mother, Mrs. Emma Cullison, accompany them.

At the Charles Alvin Smith Memorial Home a house party from Peck Memorial Chapel, of Georgetown, are guests. In the party are Mr. and Mrs. Edward Brown and children, Mr. and Mrs. D. Devoughn, Mrs. Jessie Coccin and daughter, Miss Ida; Mrs. Lillian Nulstee, Mrs. Lydia Thaden, Herbert Haller, and Herman A. Meyers.

Mrs. Mary Kellier, of Washington, and daughter, Miss Katie Kellier, are at their cottage on the hill.

John Rome, of Washington, who has

long been identified with the beach, is occupying his cottage in Monroe Bay.

Capt. George H. Reynolds, of Washington, is at the Hotel Byrd. Hall Kinsey, of Washington, is also a guest there.

Mrs. Allen Coles, wife of Dr. Coles, of Washington, and children are enjoying the pleasures of camp life here.

Dr. John L. Northwood, of Washington, was a guest at the "Jersey Cottage" for the week-end.

Guests at "Breakers."
Charles Imhoff, of Washington, is spending some time at the Breakers, with his family, is once more domiciled at his cottage, "Little Gem," in Boundary street.

Mrs. Joseph P. Germuller and children, of North Capital street, are occupying a cottage on the hill.

Mrs. Dallas E. Cawthon, of Washington, accompanied by her daughter and granddaughter, is at her cottage for the summer.

Miss Dottie Torrence, of Washington, is visiting her sister, Mrs. Staub.

Harry Murray and son, Rufus Murray, of Washington, have been the guests of Mrs. Clarence Hall at her home on the beach front.

Mrs. Allen Scribner is hostess this week to Mr. and Mrs. H. E. Hayes, of Washington. Norman Espueta-Daly was also her guest the past week.

Mr. and Mrs. L. B. Baker, of Washington, are being entertained by the former's sister, Mrs. J. O. Billingsley.

Mrs. P. H. Eaton and her granddaughter, Miss Frances Eaton, of Washington, are spending the summer at their cottage, the Herkimer, where Mrs. Eaton entertained her sister, Mrs. H. C. Parsons, last week.

Mrs. W. B. Robinson and child, of Washington, are guests at the Cushing cottage.

At the Althea are Mrs. Noble C. Dowling and son, Noble C. Dowling; Wilbur A. Hall, N. S. Robinson, Mr. and Mrs. D. F. Anderson and daughter.

Mr. and Mrs. L. J. Sanders and children, of Washington, are at their cottage in lower Lossing avenue.

Washington is represented at the Linwood House by Mr. and Mrs. Edward Hooper and family, Harry C. Coleman, W. P. Coleman, Perry Coleman, Thomas Eckstadt, G. A. Macrae, W. M. Steele, and Mrs. Charles Robey and daughter.

MORNING CHIT-CHAT.

THE interesting suggestion has recently been promulgated by a lecturer on social conditions that if every husband and wife would dedicate twenty-four hours a week to an imitation of single blessedness there would be far fewer divorces.

There was at once much criticism of this plan on the grounds that if two people couldn't stand each other seven days in the week, they ought not to get married, but to me it seems like a decidedly desirable and hopeful plan of action.

From a little hamlet in the mountains, where I sometimes spend my summers, there is a very beautiful view. The first week of my stay there I am in a continual state of ecstasy over it, but before the summer is past I usually have come to take it as a matter of course. If, however, I go away for a few days and then come back, the scales of habitude fall from my eyes and I know once more just how fortunate I am to be able to live where I may see that beautiful view every day.

It is really quite too true to say that even the most grateful, the most appreciative people, realize their blessings more thoroughly if they have an occasional chance to miss them, so you may consider that unsaid.

I think this day of single blessedness, if possible, should not only be one when the husband and wife remain apart from each other, but in which each tries to meet people he does not see every day.

In one home where this plan has been put into actual practice the single blessedness day begins before breakfast. "Himself" breakfasts in town, while his wife celebrates by sleeping as late as she chooses. When she does get up she shuts up the house, takes her embroidery or sewing, and goes to the home of her mother or one of her girl friends, and spends the day. Once in a while she varies this programme by going in town for a "toot," meaning shopping, luncheon, and the theater. Her husband meanwhile dines in town with some of his bachelor friends. Both have their own latchkeys, return when they choose, and retire to separate chambers.

And do you really enjoy the day very much? I asked the little wife who was telling me about the experiment.

"Oh, yes," enthusiastically, "but," very much more enthusiastically, "not so much as the next day. That is the nicest of all the week because it is such fun to see each other again and we have so much to tell each other."

When exigencies demand it the day must vary, of course, but it is best to have it some stated day of the week and to keep it as near an ironclad rule as possible.

So much does this plan appeal to me that it seems to me its usefulness ought to be extended even farther than just to husbands and wives. Why shouldn't every member of any family—brother, sister, father, and mother—especially mother—and grandfather and grandmother each have a day off—a day to wander in "fresh fields and pastures new"—a day to refresh themselves by rubbing up against unaccustomed personalities, seeing unaccustomed wallpaper and window views, and hearing unaccustomed voices?

Why, indeed?

RUTH CAMERON.

Mrs. A. M. McCullough, Miss Irene Holmes, Miss Marie Hardy, Philip Chisley, Ralph Gibbons, A. P. Fenton, Harry Davis, Herbert Rosson, Miss Mabel Finnell, Miss Pearl Finnell, John Sullivan, and Mrs. T. C. Lucia.

The Hotel Byrd has among its Washington patrons Mr. and Mrs. John P. Waldron, Miss Naomi Waldron, Mr. and Mrs. Joseph Waldron and daughter, Miss E. R. Le Duc, Miss Katherine Thomas, Miss M. L. Wheatley, Miss J. Rogers, Miss J. U. Wheatley, Mr. and Mrs. P. H. Kennedy, Mr. and Mrs. Thaden Bean, Mr. and Mrs. Michael Frank, Samuel J. Ranson, P. W. Le Duc, Mrs. B. Boarch and children, Mr. and Mrs. S. G. Gaddess and daughter, Mrs. M. C. Gaddess and grandson, Mrs. W. E. Jarboe, Misses Mildred, Beatrice, and Louise Jarboe.

Mrs. J. I. Elmore, of Washington, is spending the summer at the Byrd.

Mr. and Mrs. Joseph V. White, Miss Mabel White, and Mr. and Mrs. Harry P. White, of Washington, are at the Stewart cottage.

Other Washington arrivals at Stewart's are Mrs. E. E. Fisher and son, Carl, Charles N. Fisher, Miss Mildred Page, Bradford Fox, Miss Elizabeth Fox, Miss Annie B. Saunders, W. D. Feely,

Lynch, L. A. Lyles, J. E. Purcell, Miss Mary Purcell, Mr. and Mrs. Claud Harrington, Myron D. Goldsmith, Thomas A. Taylor, and E. T. Pavell.

Washington is represented at Cedar Croft by Mr. and Mrs. Charles Wood, M. L. Gallagher, Miss Elsie Donnoyers, Miss Minnie Gelsenderfer, Mr. and Mrs. Edwin F. Price, Lionel Price, Mr. and Mrs. A. V. McKee and son, A. L. Tracy and family, C. Bacon, J. Dempsey, N. Dempsey, P. Ladue, Miss Campbell, Miss J. C. Lloyd, Mrs. F. T. Hawley, Miss Beesie Hawley, James McMahon.

Registered at the Wolcott House are Mr. and Mrs. E. W. L. Hall and daughter, Mr. and Mrs. Charles R. Grier, V. C. Coates, L. P. Smith, Lewis E. Tolbert, M. J. Levy, Charles A. Timons, Z. C. Griffith, J. Raymond Padgett, Carl E. Aith, Leo Aith, Miss Beesie Shea, Miss Edna Rothery, Miss Alice Blomd, Miss Ada Blomd, Mr. and Mrs. I. C. Winter, Mr. and Mrs. C. R. Ferguson, H. G. Ellis, W. Archie Myers, Mr. and Mrs. John J. Crowley, Miss Elizabeth Staak, Miss Mary Crowley.

At Bentley Pavilion are Mr. and Mrs. C. A. Kelly and son, O. L. Waters, George E. Frouthley, James H. S. E. Fowler, W. S. Royer, and G. H. Reber.

At the King George House from Washington are Mrs. A. Altschul, Miss W. Altschul, H. T. Virts, Charles H. Calaway, J. W. Whitney, P. H. Ege, W. L. Glupp, Mrs. John Fisher, and Miss Rose Nickel.

Registered at the Mount Washington Hotel, at Bretton Woods, Miss S. G. Haydock, of Philadelphia, accompanies them.

Mr. and Mrs. Benjamin Pilsion, Miss Marguerite Pilsion, and Miss Olga Pilsion, of Washington, have arrived at the Balsams, Dixville Notch, for the season.

Mr. and Mrs. Carl F. Deberich, of Washington, are at the Fabian House, where M. Ariste Seguin and joined M. and Mme. Pantale last week for a short visit.

Miss Vail and Mrs. Vail, of Washington, are at the Mountain View House in Whitefield for the summer.

Mr. Edwin Stuart, U. S. N., is at the Mount Pleasant House, at Bretton Woods.

Mrs. Marion Davis, of Washington, is at the Sinclair, in Bethlehem, for the season. Other Washingtonians at Bethlehem for the summer include Miss Marguerite Allen at the Uplands.

Admiral Hawley, U. S. N., of Washington, has a farm near the Mountain View House, at Whitefield, in the mountains, which he has christened "Mizen-top." He arrived there in May, and is enjoying vegetables from his own garden and all the delights of country life.

Mr. and Mrs. J. W. Wright, of Washington, are at Mountain View, in Whitefield for the summer. Mr. Wright is

at the Johnson House from the Capital are G. W. Clavoe, L. Giehn, E. C.

SUMMERING IN OUR TOWN AS EXPLAINED BY WOMAN

"John and the Children and I Have Enjoyable Time
Right in Washington," She Tells Friend
and Gives Reasons Why.

"Washington as a summer resort?" exclaimed a woman yesterday afternoon.

"Yes, we find living in the city during the summer most delightful," answered the other. "John and the children and I have a most enjoyable time in the evenings. For a few dollars we have all the pleasures of Atlantic City."

The conversation took place at the lace counter in the Palais Royal between two shoppers. The first contemplated a trip to New York and Atlantic City, while the second woman was propping by last year's experience and remaining in Washington during the hot season.

The woman who is going to remain in Washington with her family for the rest of the season gave some reasons for doing so. She cited the many resorts near the city, and the excellent car service. She said:

"Sometimes we go down the river on the boat, and other times to the parks about the city. When we are not on the go we have a most enjoyable time at home."

"Last year we took all the children and went to a resort on the Atlantic, and had an awful time of it. Our hotel bill was unreasonable, and the meals were simply awful. John and the children seemed to be out of sorts all the time, and to cap the climax our baby got sick off the trashy ice cream and other sweet things. I shall never forget the feeling of relief and rest that came over us after we got home."

"We put the baby to bed and it was soon well. In fact, we all felt better and more like having a real enjoyable time."

"How did you escape the excessively

hot weather in Washington?" she was asked.

"Why, that is very simple. One has only to regulate his or her diet according to the weather and stay in-doors. When one goes away in the summer time the milk furnished is simply awful. Here you have good fresh milk, supervised by the paternal District government. Milk forms an awfully good drink for hot weather, and does not make one sick."

"The long, delightful car rides out to Chevy Chase, out to Laurel, to Brookland, and other places are exhilarating. Then, too, we take the automobile and go anywhere we want to."

"Taking all these things into consideration, I think Washington is an ideal place to stay in the summer. It is not so hot as you are led to believe. Every now and then we have a real hot spell and then a few weeks of the most invigorating weather, such as we are having now."

"The cost of staying in Washington is far below what it would cost you to go to a resort, and the results are far superior in many ways. You are at home and have all the comforts thereof. You can be really comfortable."

The other women looked over some laces, and then to her companion said: "We have everything ready for traveling in a few days, but I think I will try your experiment, at any rate."

Whereupon the two walked out and boarded an electric car.

The convert was destined to experience one of the most peaceful summers of her life, and the convert was happy over having brought happiness to another.

marshals of the Supreme Court of the United States.

William W. Gordon, Jr., and his son, William Gordon, third, of Savannah, Ga., have arrived at the Waumbek for the season. Mr. Gordon, sr., is the son of the late Gen. John B. Gordon, and Gen. Gordon's daughter, Mrs. Orton B. Brown, who lives in Boston, N. H., but a short distance from Jefferson, frequently motors over with her mother who is her guest during the summer.

LAKE GEORGE.

Special to The Washington Herald.

Lake George, July 23.—Summer sports of all kinds are the vogue at Lake George these days, with a considerable social life of an informal nature intermingled.

The annual tennis tournament at Hotel Sagamore begins Monday, while a week later the tournament at Lake George Club will likely begin. The imported riding horses at the Sagamore are finding favor with the guests and many riding parties are daily seen crossing the mountain trails.

At the Marlon outdoor life centers in the splendid golf course that is the joint

property of the Lake George Club and Hotel Marlon, where numerous players may be found at any hour. A number of the permanent guests here have with them their speed boats and motor cars, and the water front off the Marlon is always alive with all sorts of activity. As a splendid bathing beach lies just a little to the right of the front of the house.

Mrs. G. Rhine and Mrs. H. J. Hamel, Mrs. George W. Tetter, of Philadelphia, with Miss Rose Heimerichs, of St. Louis, cottagers at Lake George, were members of a dinner party at Rogers Rock on Sunday evening.

Mr. and Mrs. M. Hermans, of Philadelphia, are summering at Rogers Rock. Mr. George L. Harrington, also of that city is among the permanent guests.

Farewell Pompadour.

From Harper's Bazar.

That the pompadour has gone out of fashion is a matter of congratulation to all artists. They realize what a trying style of coiffure this was for young girls. The new style of softly-waved, parted front hair, with either a coronet braid or coils of hair at the back, is infinitely more becoming to a fresh young face.